



OCED

Office of Clean Energy Demonstrations



OCED COMMUNICATIONS GUIDELINES

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Introduction

This Communications Guide is to be used from your official selection for an award from the U.S. Department of Energy (DOE) Office of Clean Energy Demonstrations (OCED) to the issue of a cooperative agreement and for the lifecycle of your project with OCED.

This Guide is intended to explain how to use DOE brands and how to best communicate your project to the public and media.

Please review them carefully.

Award Attribution Language

OCED relies on its brand identity to build awareness of its important mission. It is required to include proper attribution in your reports, presentations, and other materials.

You must follow these guidelines when creating reports or communications materials related to your project.

Office Names

Please use the following naming conventions to identify and distinguish work performed with funding assistance from the U.S. Department of Energy's Office of Clean Energy Demonstrations (OCED).

Refer to the Office of Clean Energy Demonstrations as **the U.S. Department of Energy's Office of Clean Energy Demonstrations (OCED)** upon first mention with the abbreviation following.

Upon second mention, the Energy Department may be called DOE, and the office may be called OCED. Consistent and proper use of this name encourages quality and accuracy of all communications.

The following are acceptable ways to refer to the U.S. Department of Energy (DOE):

Proper Naming

- U.S. Department of Energy
- Energy Department
- Energy Dept.
- U.S. Energy Department
- U.S. Energy Dept.
- DOE (upon second use)

Improper Naming

- ~~U.S. DoE or DoE~~
- ~~Department of Energy (missing U.S.)~~

Boilerplate Description

When creating communications materials about your project—including press releases, webpages, presentations, factsheets, and brochures—please include this boilerplate language:

About the Office of Clean Energy Demonstrations

The U.S. Department of Energy's Office of Clean Energy Demonstrations (OCED) was established to accelerate clean energy technologies and fill a critical innovation gap on the path to achieving our nation's climate goals of net zero emissions by 2050. OCED's mission is to deliver clean energy demonstration projects at scale in partnership with the private sector to accelerate deployment, market adoption, and the equitable transition to a decarbonized energy system. Visit energy.gov/oced to learn more.

Required Attribution in Scientific and Technical Documents

Funding recipients must include the following acknowledgment in publications arising from or relating to work performed under their award, regardless of whether it's copyrighted.

Acknowledgment:

This material is based upon work supported by the U.S. Department of Energy Office of Clean Energy Demonstrations under the Award Number DE-_____.

Disclaimer: This report was prepared as an account of work sponsored by an agency of the United States Government. Neither the United States Government nor any agency thereof, nor any of their employees, makes any warranty, express or implied, or assumes any legal liability or responsibility for the accuracy, completeness, or usefulness of any information, apparatus, product, or process disclosed, or represents that its use would not infringe privately owned rights. Reference herein to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise does not necessarily constitute or imply its endorsement, recommendation, or favoring by the United States Government or any agency thereof. The views and opinions of authors expressed herein do not necessarily state or reflect those of the United States Government or any agency thereof.

Abridged Legal Disclaimer: The views expressed herein do not necessarily represent the views of the U.S. Department of Energy or the United States Government. The U.S. Department of Energy requires funding recipients to publish or otherwise make publicly available the results of work performed under their award.

Digital Content

To improve brand awareness and search engine optimization, please use the following conventions when referring to the Office of Clean Energy Demonstrations online:

- When referring to your work on a webpage, in a digital newsletter, or in a report, please embed a link to energy.gov/oced on first reference and on any related images or graphics.
- When referring to your work on a webpage or in a blog post or article, acknowledge the Office of Clean Energy Demonstrations as a funder of your project in the text, and include a link to your funding program webpage and/or project profile webpage on the OCED website.
- For webpages, blog posts, or articles referring to your award, tag your content with “Office of Clean Energy Demonstrations” and “U.S. Department of Energy” and add the office’s name, funding program, and any other relevant details to your webpage’s metadata and/or webpage summary.
- To avoid the appearance of endorsement by the Energy Department, it should always be clear that the content is from an Energy Department partner and that the Department did not create the digital content.

The DOE seal and logo are intended for official Energy Department use only. If you have questions about how these should be used, [read these guidelines](#).

Publishing Reports on OSTI.GOV

You are required to publish all scientific and technical documents generated through the award on [OSTI.gov](https://www.osti.gov). Recipients must publish all reports, presentations, and manuscripts relating to their work funded by OCED on OSTI.gov. This complies with DOE policy to publicly disseminate the work funded by taxpayers. It ensures equitable access to scientific work and that the work reaches the widest possible audience to increase its impact.

If you publish an article in a journal, you must upload the accepted manuscript to OSTI through [E-Link](#) before the online publish date. [This video](#) shows you how to upload the accepted manuscript. The accepted manuscript is the version of the article that has been accepted for publication and includes all modifications resulting from the peer-review process.

If the publication is not published open-source, there will be a 12-month hold placed on the manuscript before it is released to the public. During these 12 months, the metadata will be accessible via [DOE PAGES](#) and include a note indicating when the full text will be available to the public. At the same time, the full text will be accessible through DOE PAGES to those with the proper credentials, via a link on the publisher's website.

Every journal and publishing group has its own policy on releasing published work to the public. Before submitting journal-published work to OSTI, recipients should review that journal's data-sharing policies.

All awards include terms and conditions for submitting journal articles. Information specific to DOE can be found at <https://www.osti.gov/public-access-policy>.

Some journals will charge authors a fee to make their articles publicly accessible. While DOE-funded authors may publish in journals of their choice—including open-access journals if the award's terms and conditions allow it—they do not need to pay fees to enable public access. DOE provides public access through its license to the accepted manuscript or through publishers' voluntary efforts. If you have any questions about this process, please refer to your Federal Assistance Reporting Checklist.

Reposting and Remixing Content

Recipients are encouraged to repost success stories, blog posts, videos, and other digital content featured on the Energy Department's website. When content created by OCED is remixed or reposted, please attribute it to OCED at the top of the webpage or in a similarly prominent way, with a link to the original content source and the following statement:

This [blog post/success story/news brief/video/graphic—embed a link to the content source here] was originally created and published by the U.S. Department of Energy's Office of Clean Energy Demonstrations.

When remixing content, it should always be clear that the final product is from an Energy Department partner with the Department credited with the original content, as stated above.

Copyrighted Content

If copyrighted content is used, please consider the rights and restrictions of the original source. A copyright disclaimer is a statement that claims ownership of original content or discloses your use of copyrighted materials for "fair use" purposes.

Use the appropriate permissions and a copyright disclaimer repurposed content if you use materials, videos, images, or other creative works that others own.

Communicating Your Success

When your project meets a major milestone, the OCED Communications Team wants to know about it to help amplify it to the DOE and OCED networks. Let your Stakeholder Engagement Specialist and Program Management team know; they can recommend that OCED helps to amplify and share your project news.

Also let your Stakeholder Engagement Specialist and Program Management team know immediately if there is any event that will cause media attention on the project.

Press Releases

The OCED Communications Team provides press release templates that can help selectees and recipients disseminate information quickly and accurately. Use of this template is not mandatory. The template includes instructions to make it easier for organizations with limited communications staff or experience to participate in media engagement.

Press releases should mention the Office of Clean Energy Demonstrations funding in the body of the text. They should link to the office's website and include the boilerplate office description.

The OCED Communications Team is available to review press releases associated with Department of Energy-funded projects prior to their release.

Please allow five business days for official review prior to release. Send your release to your OCED Stakeholder Engagement Specialist.

When issuing press releases, please acknowledge that you received funding from the U.S. Department of Energy Office of Clean Energy Demonstrations. For online communications, when the office is first referenced, please link the Office of Clean Energy Demonstrations name to energy.gov/oced.

Note: The Energy Department does not participate in third-party press releases and prohibits agency officials from providing quotes for external press releases.

Social Media

OCED manages a [LinkedIn account](#), which features office announcements and success stories. Selectees are encouraged to follow OCED on LinkedIn and to subscribe to receive [OCED News and Alerts](#) via email.

OCED Website: energy.gov/oced

OCED LinkedIn: linkedin.com/company/doe-oced

DOE YouTube: <http://youtube.com/user/USdepartmentofenergy>

DOE Flickr: flickr.com/photos/departmentofenergy

Partner Videos

When creating a video about an Energy Department–funded project, to avoid the appearance of endorsement by the Energy Department, it should be clear that the project is from an Energy Department partner and that the Department did not create the video. When creating the video:

- Please ensure high-quality production and accurate content.
- Be careful not to include personally identifiable information, such as license plates, name tags, addresses, etc.
- Make sure that any workers shown are using proper safety equipment.
- Do not use copyrighted or rights-managed content, including images, footage, and music.

Captions and Text Versions

When creating videos and digital media, it's important to remember to make your content accessible to people with disabilities, as required by Section 508 of the Rehabilitation Act. This means you must write alternative text for images and add captions and transcripts to videos. For more information on 508 compliance, visit [section508.gov](https://www.section508.gov).

A transcript is a text version of a video that typically includes all spoken language, a description of all important events and actions that occur in the video, and anything displayed visually in the video, such as words or symbols. Transcripts can be posted as a separate webpage or as a text file. This page or file is then linked beneath the embedded video on the website. [View an example.](#)

Funding Acknowledgement

For proper attribution, please include the following statement in the video at the beginning and/or end when featuring partner logos and/or funders:

This video was created by [ORGANIZATION NAME] with support from the U.S. Department of Energy Office of Clean Energy Demonstrations.

In addition, OCED suggests adding the following statement as a caption to the video and/or as a part of the webpage text directly following the video:

This video was created by [ORGANIZATION NAME] with support from the [U.S. Department of Energy Office of Clean Energy Demonstrations](#). This video is intended for educational purposes only and may be used or redistributed for noncommercial purposes, provided credit is given to [ORGANIZATION NAME] and the content is not altered.

Logo Treatments

The OCED Communications Team can provide the [DOE Awardee logo](#). This logo is available in EPS, PNG, and JPEG. For all print materials, use the native vector format. Large formats require the logo to be in vector format (EPS). Do not scale up a rasterized format (TIFF, GIF, JPG); it will lose resolution and look pixelated. Please do not modify the shape, proportion, or colors of the logo. The preferred use of the DOE Awardee logo is horizontal on a white background. Do not reduce below the minimum size of ½ inch. Do not rotate the logo.

Logo Usage (Video)

When adding the DOE Awardee logo in an awardee partnership video on the DOE website, **the same logo placement and treatment requirements apply**. The following requirements also apply when creating the video:

- The video must feature your DOE-funded project or projects.
- When posted, it must be clear that the video is made “from a partner” and clear that DOE did not produce it.
- To avoid the appearance of endorsement by DOE, do not feature your organization’s logo except alongside the DOE Awardee logo once briefly at the beginning and once at the end of your video. Ensure that the DOE Awardee logo is equally as prominent as your organization’s logo.
- The video should have accurate content.
- Do not include personally identifiable information, such as license plates, nametags, addresses, etc.
- Make sure that any workers shown are using proper safety equipment.

Signage, Markings, and Logo Usage in Physical Locations

When producing signage, including but not limited to project sites, organization offices, community centers, training, and construction, you are encouraged to follow the White House Office's "[Investing In America Signage Guidelines](#)" for any signage or markings, including the Investing In America logo mark, produced with funds from this Award which informs the public about the activities funded in whole or in part by this Award. Please include both the OCED and DOE logo per the guidelines provided above in locations 1 or 2 of the signage designated in the Investing in America Signage Guidelines.

The White House guidelines are available online at: <https://www.whitehouse.gov/wp-content/uploads/2023/02/Investing-in-America-Brand-Guide.pdf>

Please note the White House Office's signage guidance takes precedence over the Department of Energy's [Awardee Communication Guidelines](#) and any DOE office or program-specific language. Any questions regarding these guidelines should be directed to your OCED Stakeholder Engagement Specialist and the OCED Communications Team.



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